

# ST2 UPDATE

## First Quarter 2008 Public Involvement

March 13, 2008

# Methodology

- **Web-based public involvement survey**
  - Feb. 20 through March 9
  - Promoted via district-wide mailer; print and online ads
  - Focused on key questions in updating ST2 package
  - 9,068 participants
- **Telephone survey**
  - Feb. 22-28
  - Same questions as Web-based tool
  - 819 participants for margin of error of +/- 4 percent

# Today's Presentation

- Overview of Web and telephone survey responses
  - Self-selected Web respondents somewhat more supportive than phone respondents
  - Selected responses from both surveys
- Qualitative analysis of Web survey's open-ended responses
  - Includes analysis of more than 5,000 open-ended responses



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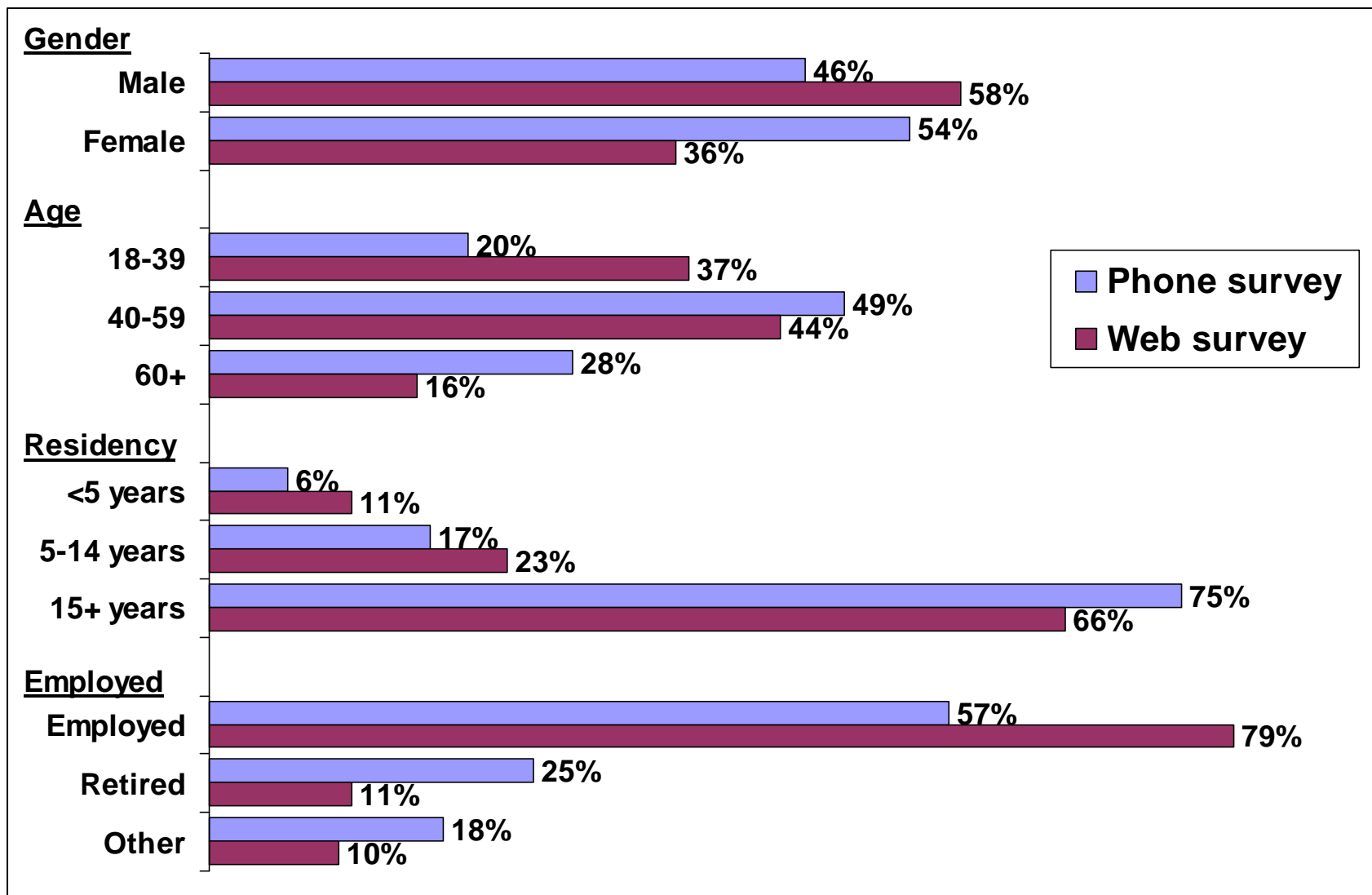
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A decorative graphic consisting of a grid of squares in various shades of green, arranged in a pattern that tapers to the right.

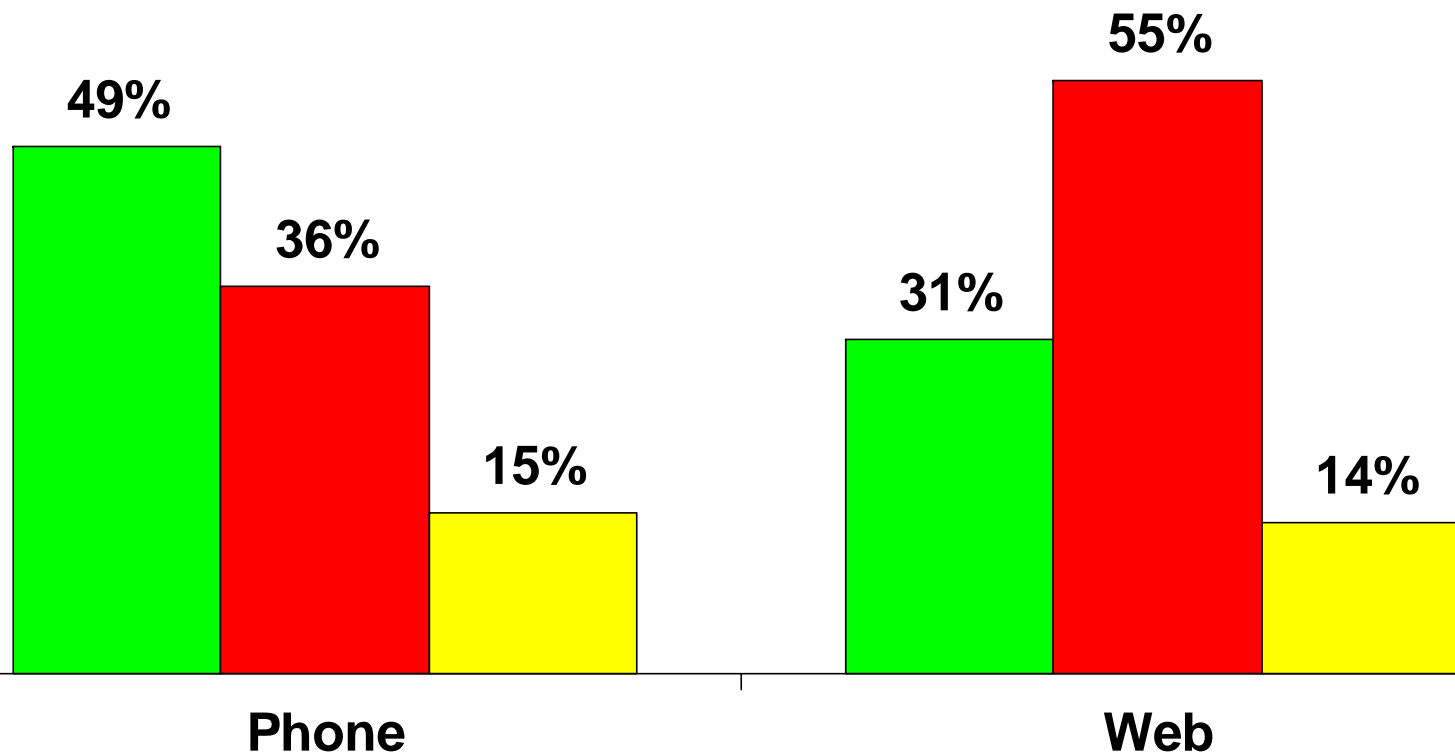
# Telephone & Web Survey Results

# Demographics



# Direction of Puget Sound

*Do you feel things in the Puget Sound region are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?*

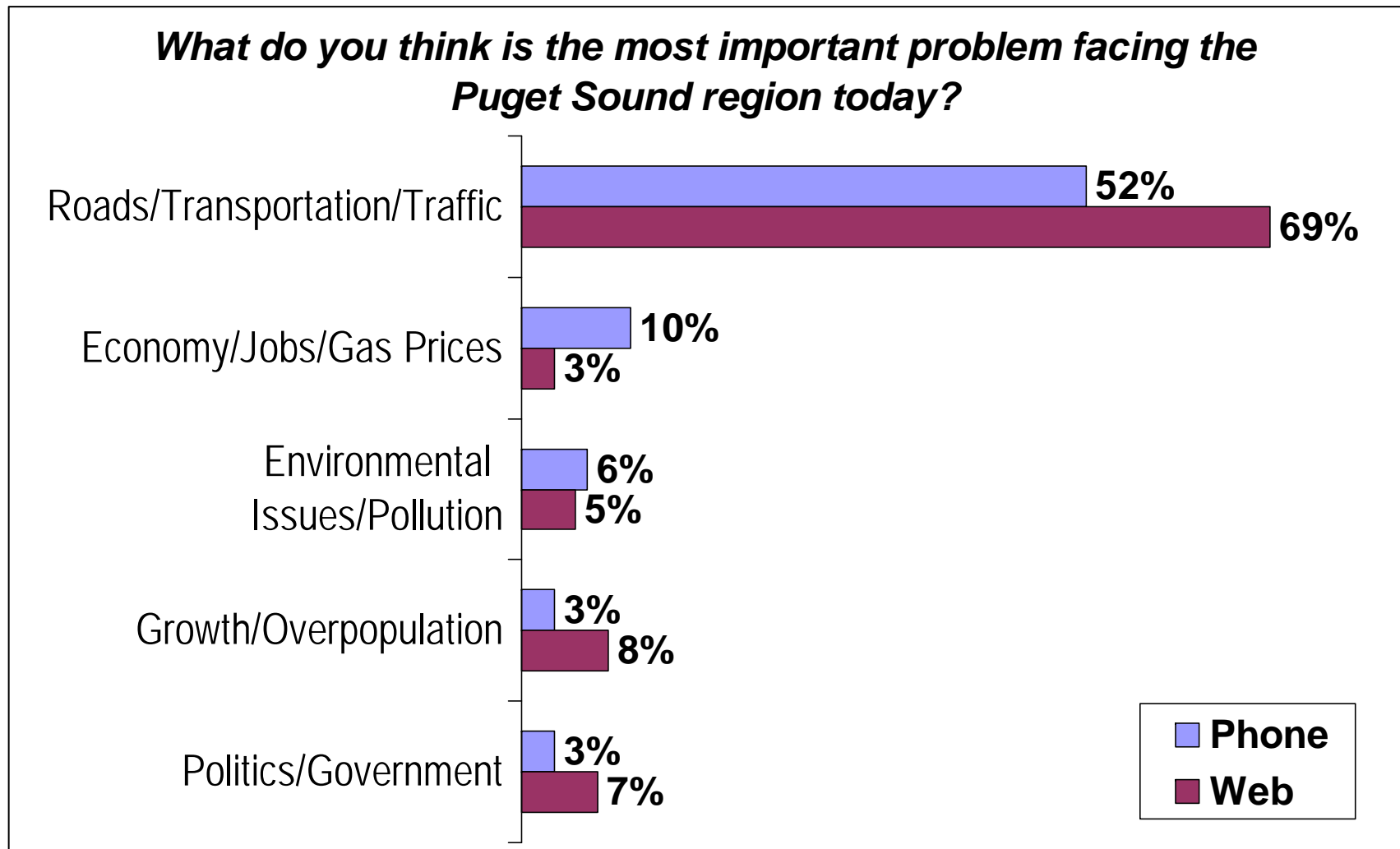


■ Right Direction

■ Wrong Track

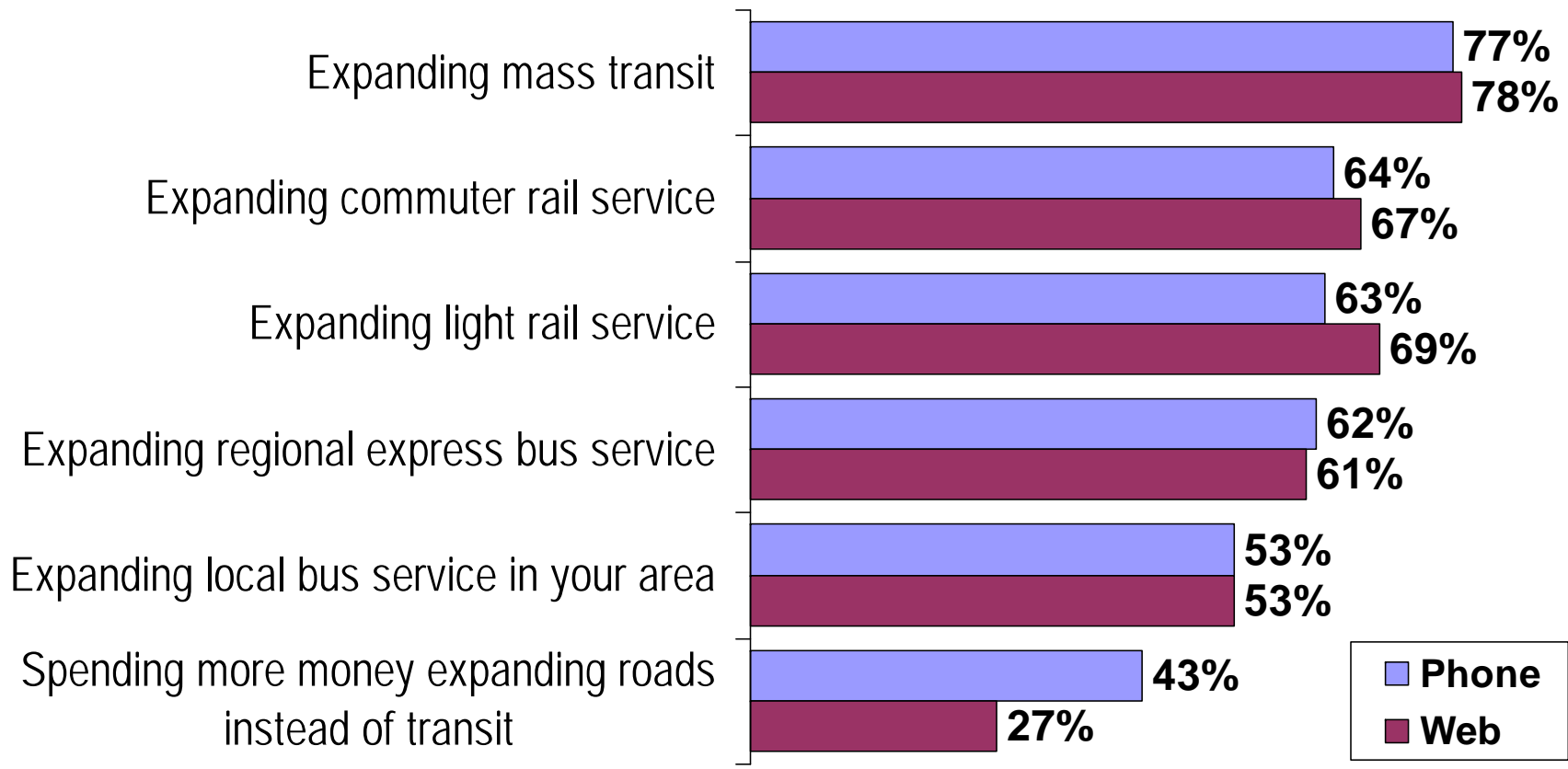
■ Don't Know

# Most Important Problem



# Urgency of Transportation Issues

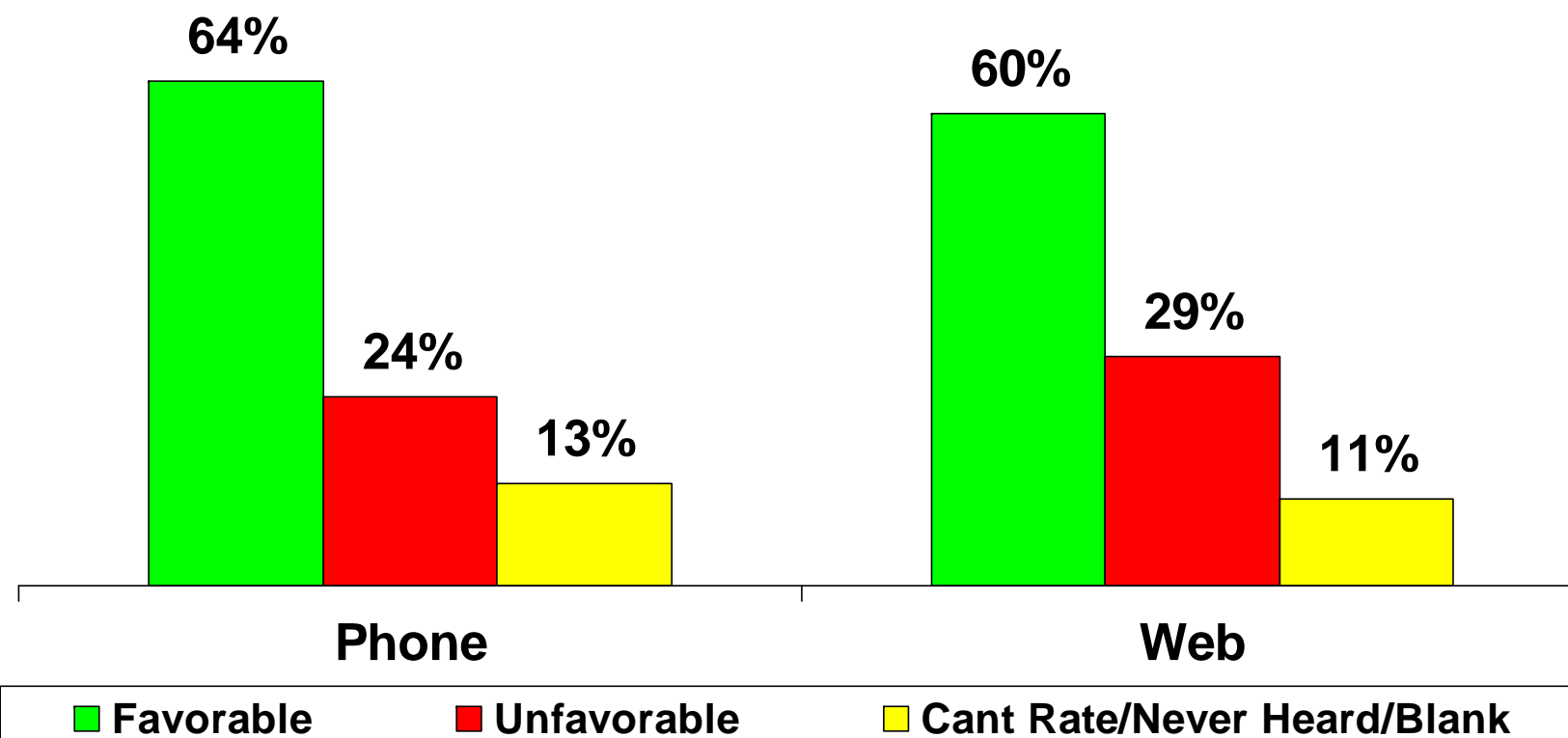
*I'm going to read you a list of transportation issues in Puget Sound. For each, I would like to know how urgent you feel it is to address that transportation issue.  
(% Urgent - 5, 6, or 7 on a 7-point scale)*



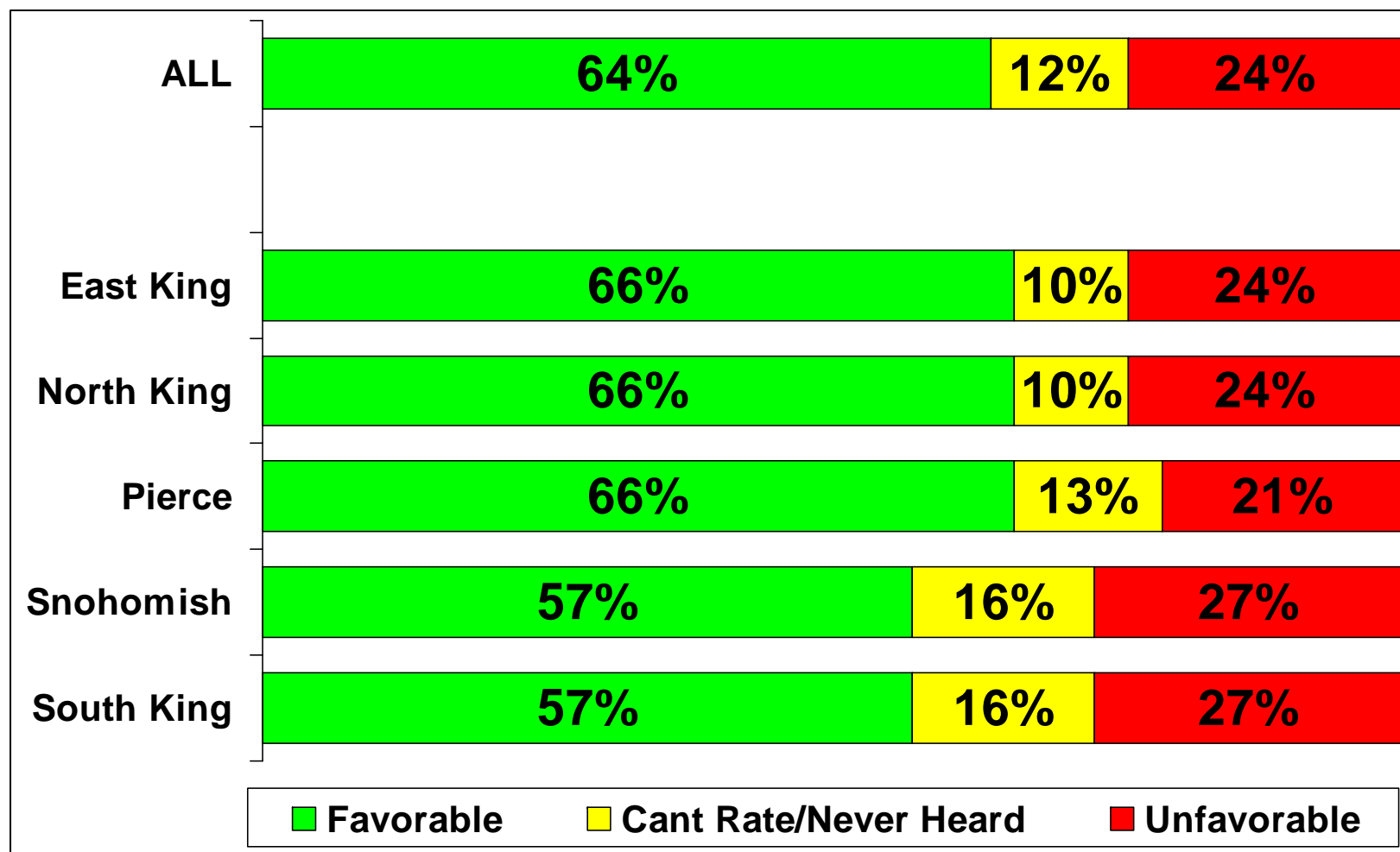


# Sound Transit Favorable

*Do you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of Sound Transit?*



# Sound Transit Favorable (Phone only)



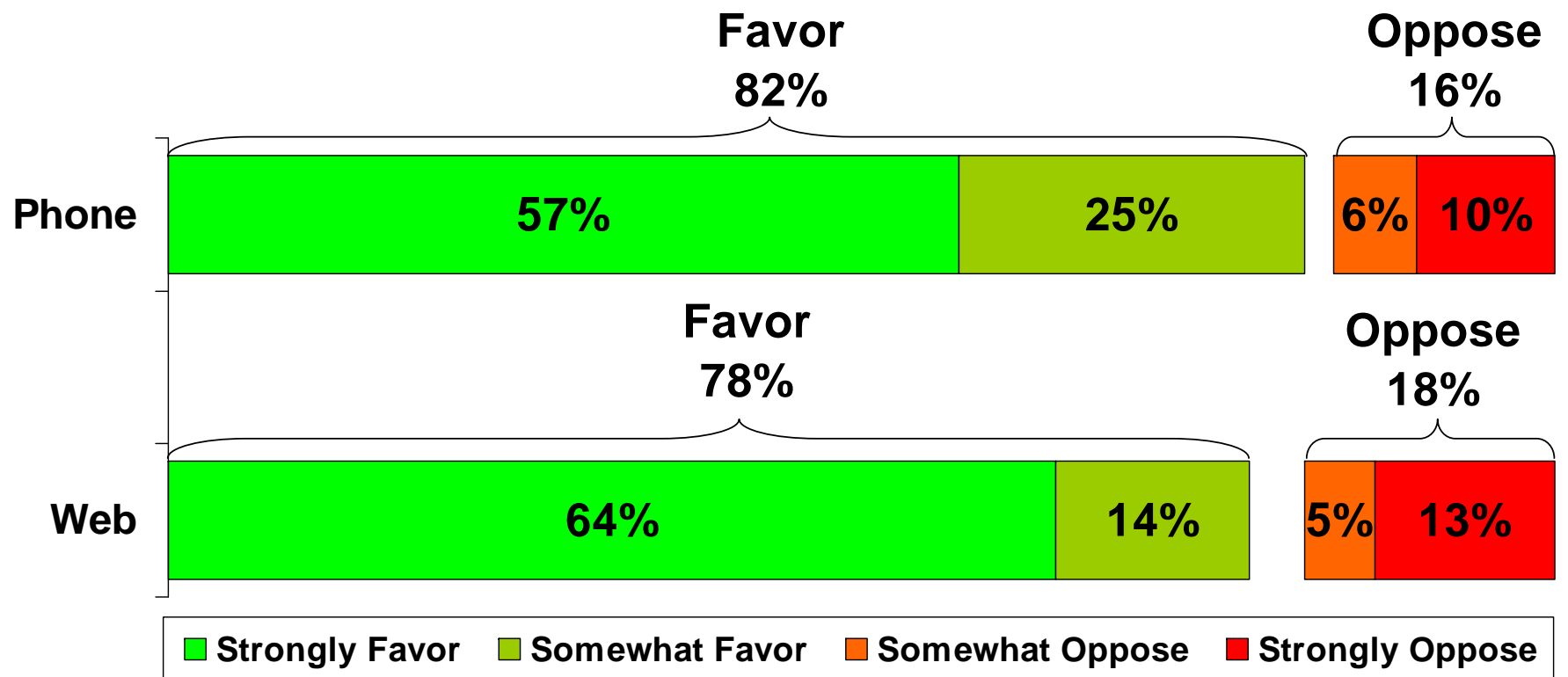
# Transit Expansion - Introduction

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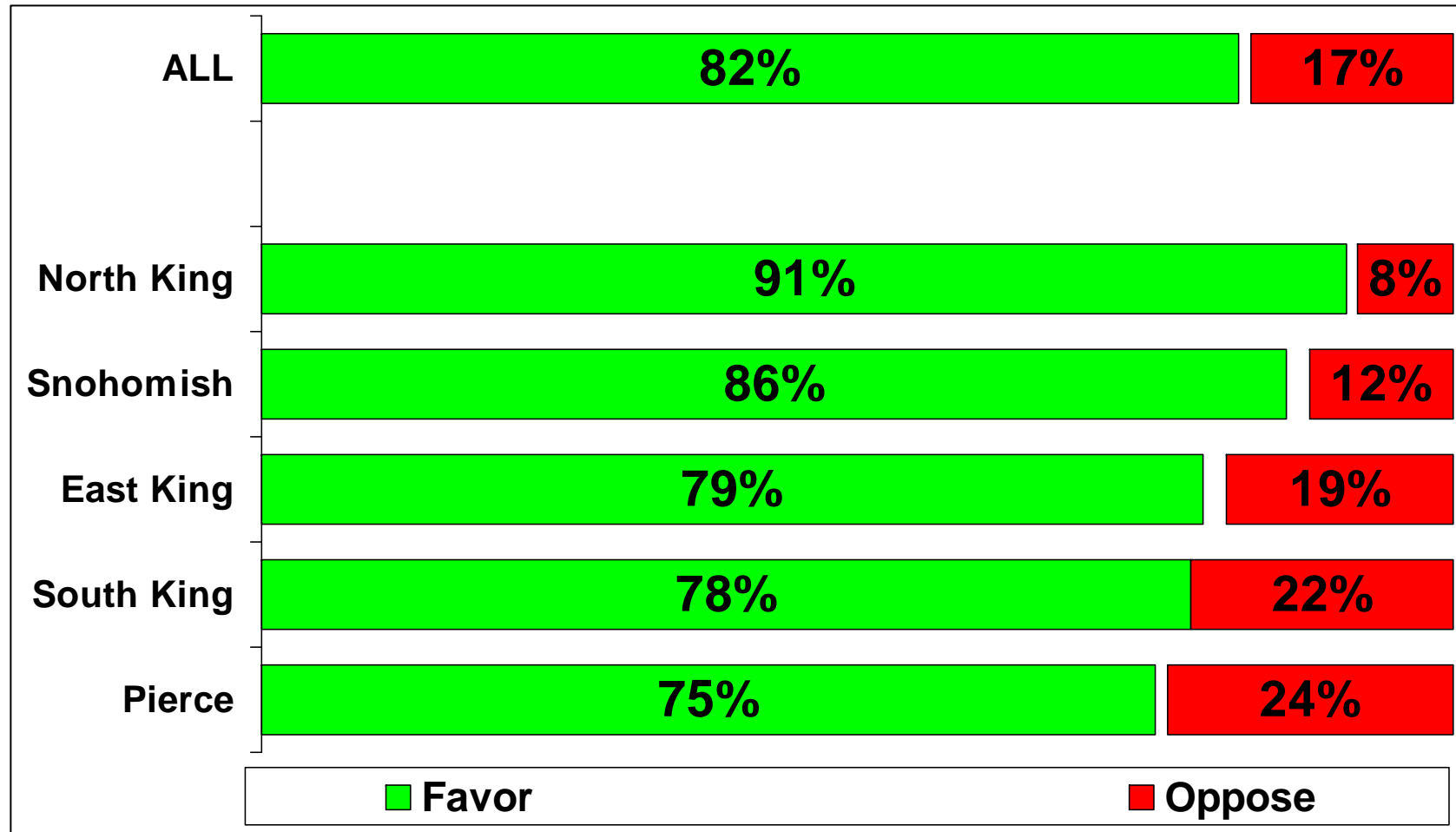
As you may know, Sound Transit was created by voters in 1996 to build a mass transit system that connects regional population centers in King, Pierce, and Snohomish Counties. ST currently operates Sounder commuter trains, between Everett and Seattle and Tacoma and Seattle, ST Express regional buses that connect Seattle, Bellevue, Everett and Tacoma with the largest urban centers in the region, and Link light rail in downtown Tacoma. Light rail service between Downtown Seattle and Sea-Tac Airport will be completed in 2009.

# Support for Transit Expansion

*In general, do you favor or oppose continued expansion of this mass transit system of commuter rail, express buses, and light rail?*

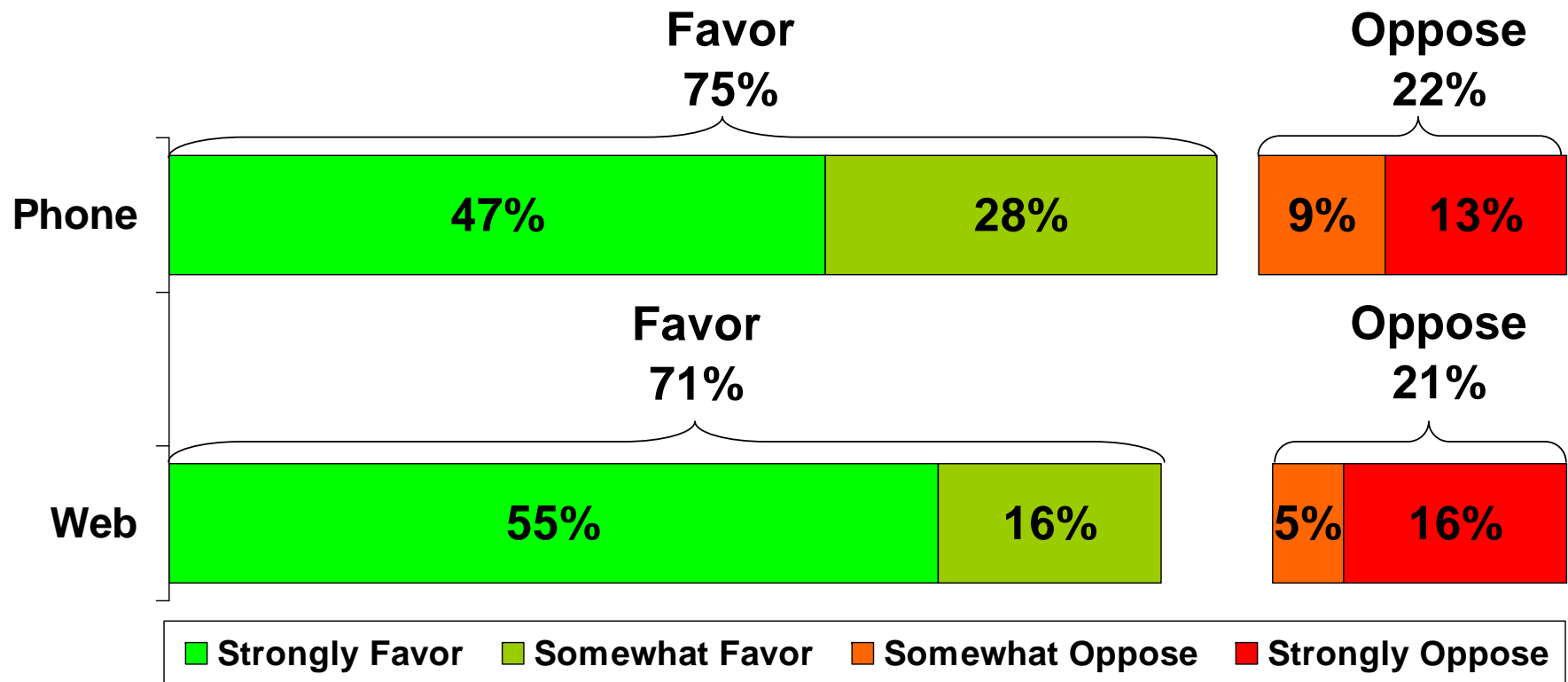


# Support for Expansion (Phone only)

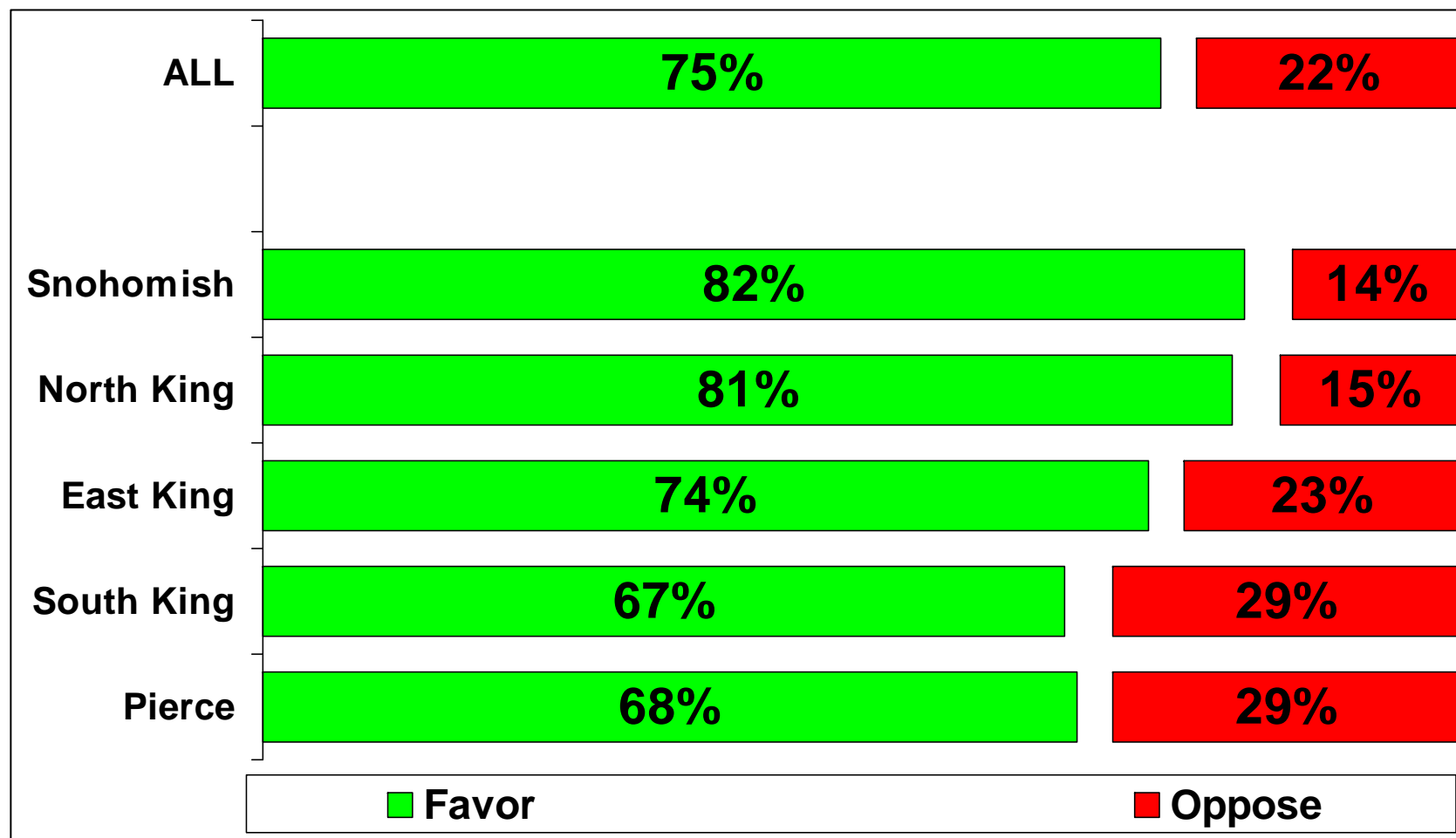


# Support for going in 2008

*The Sound Transit Board of Directors will soon decide whether or not to put a transit expansion measure on the ballot in November of this year. In general, do you favor or oppose putting a transit expansion measure on the ballot in November of 2008?*



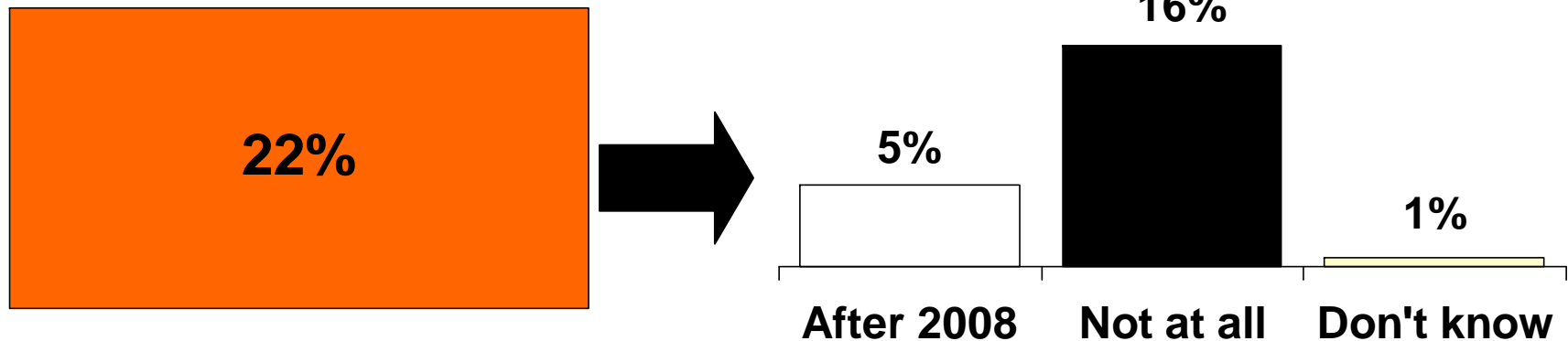
# Support for going in 2008 (Phone only)



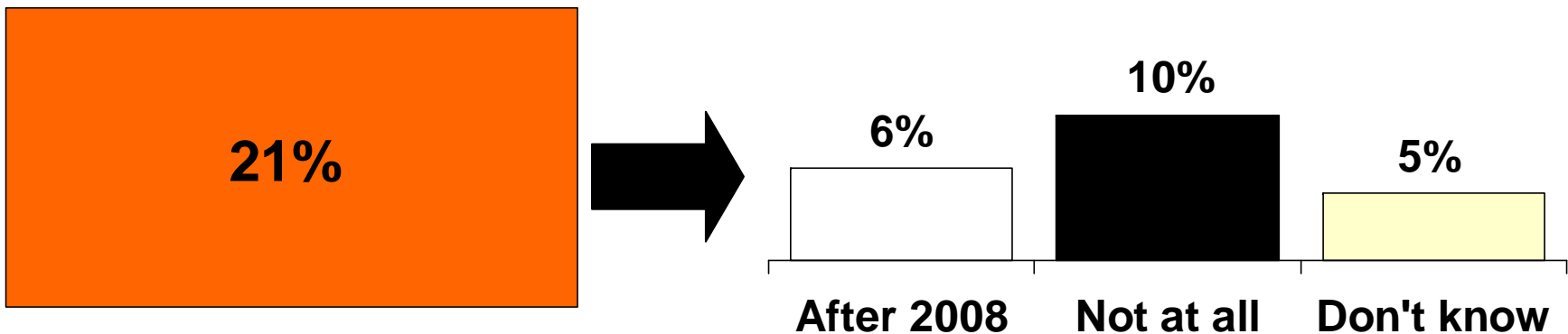
# Opposed to 2008: Later or not at all?

*Do you think the Sound Transit Board should put a transit expansion measure on the ballot sometime after 2008 or not at all?*

## Phone - Oppose 2008

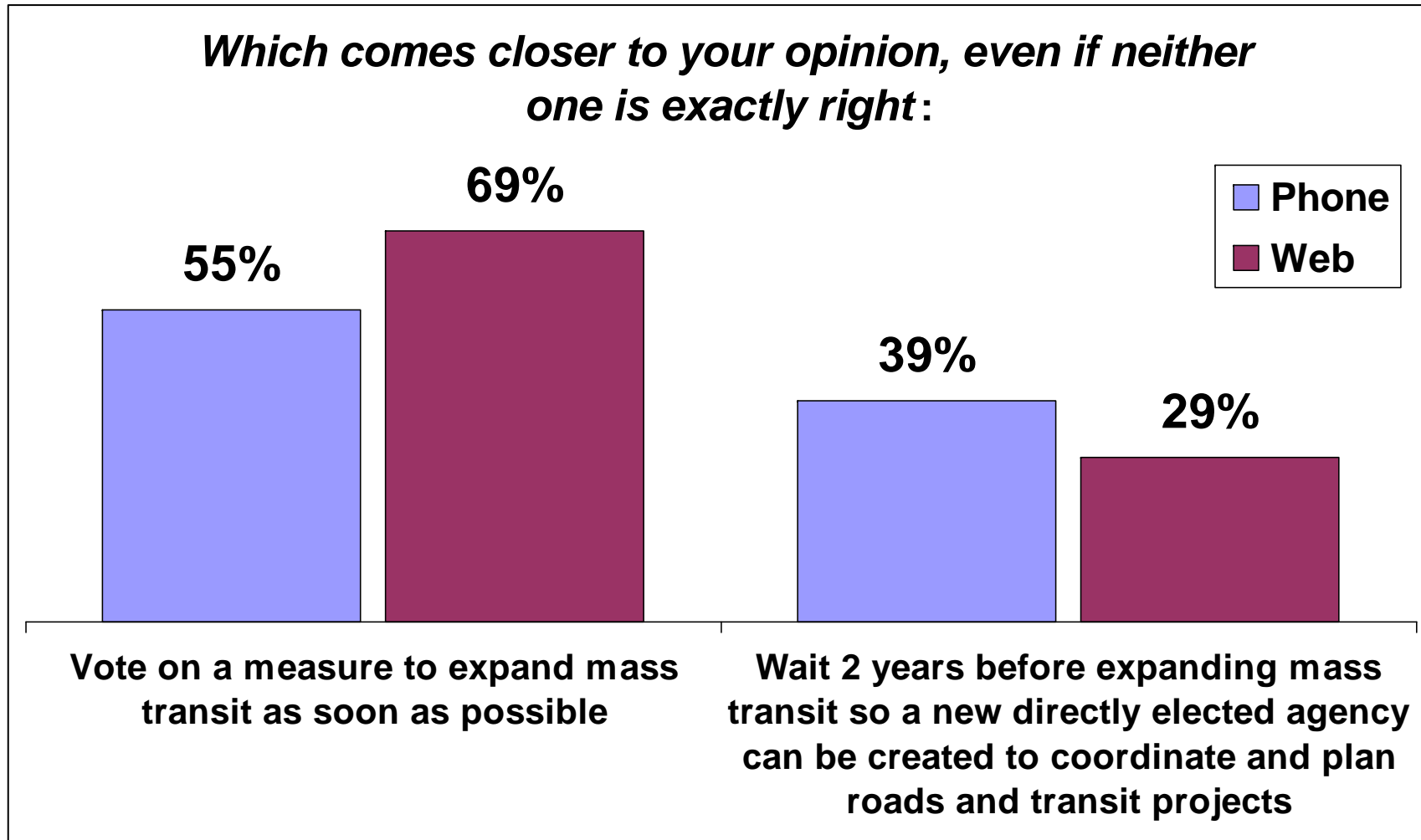


## Web - Oppose 2008

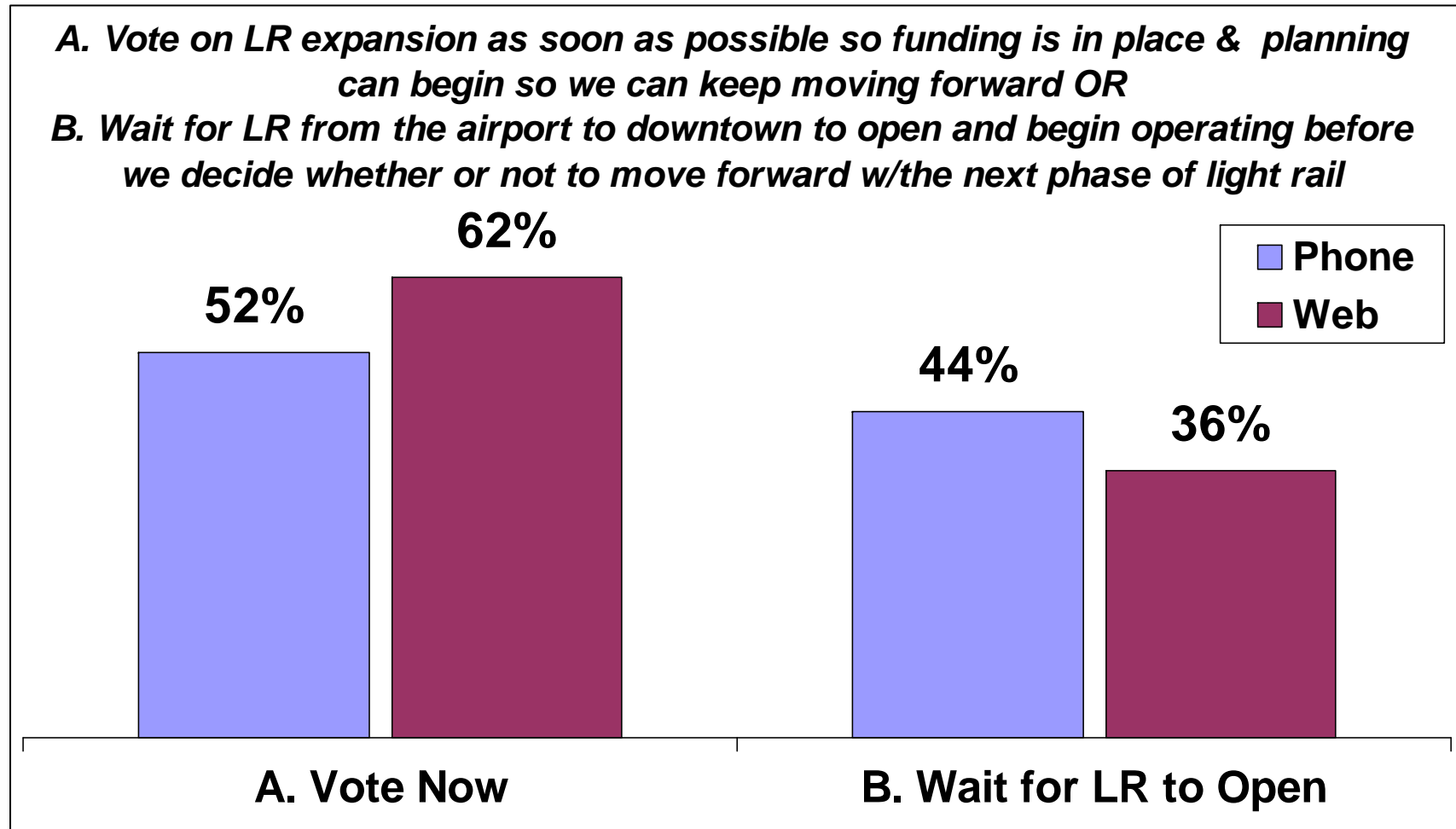




# Vote Now or Wait for New Agency

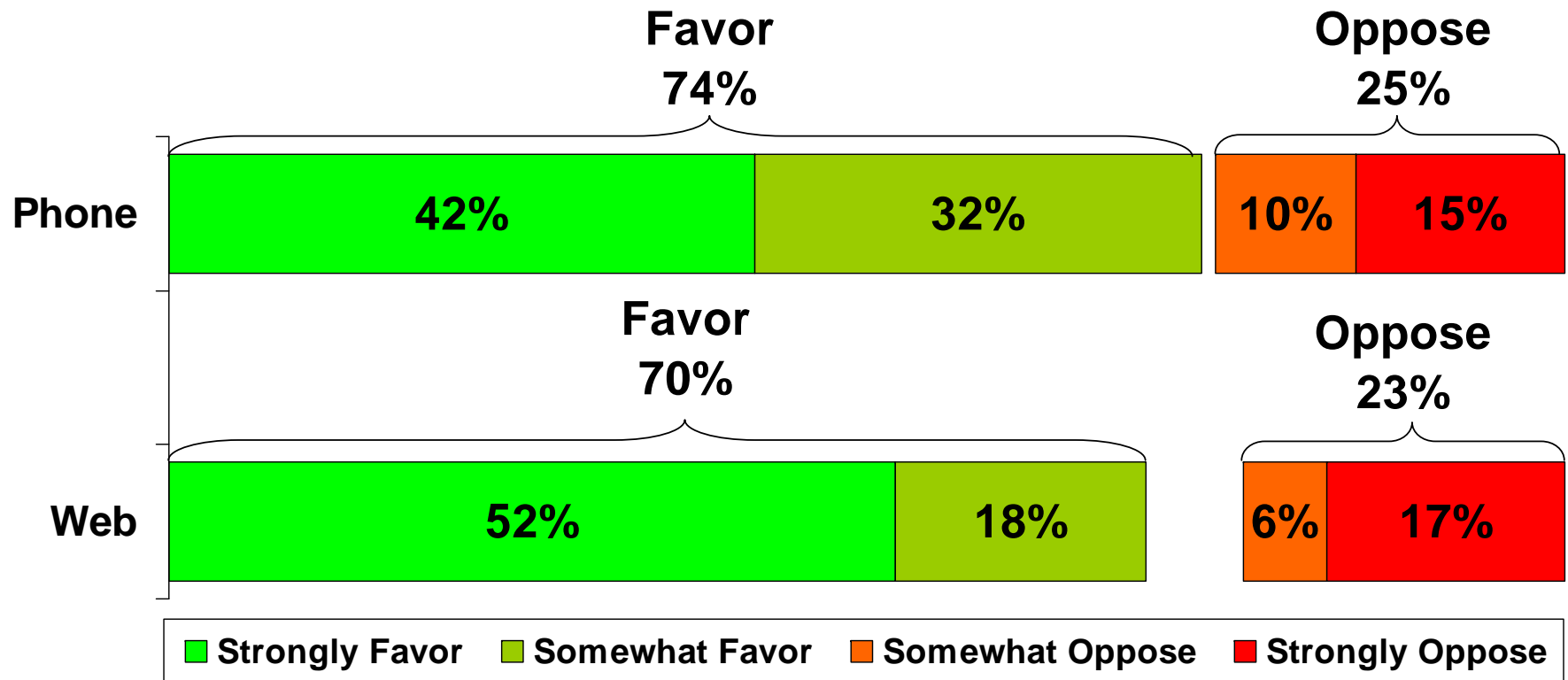


# Vote Now or Wait for LR to Open



# Final Support for going in 2008

*In general, do you favor or oppose putting a transit expansion measure on the ballot in November of 2008?*



# Potential Options (All Respondents)

***Importance on a 7-point scale where 1 is “Not at all important” and 7 is “Extremely important.” Table shows combined 5, 6, and 7 responses.***

Option	Phone	Web
Double commuter rail between Tacoma & Seattle	67%	56%
Extend light rail across I-90 to Overlake/Redmond	64%	65%
Demonstration BNSF commuter rail	63%	58%
Add bus rapid transit on 520	62%	60%
Direct access ramps in S. Everett & Northgate	59%	45%
Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett	58%	50%
Park & Ride capacity at Mukilteo, Edmonds, Everett	51%	43%
Expand frequency of ST Express bus system	51%	51%
Extend light rail from UW to Northgate	50%	55%
Extend light rail to S. 200th or Kent Des Moines	49%	49%
Park & Ride at Puyallup and Sumner Sounder	48%	40%
Sounder station at Ballard or Broad Street	45%	46%

# Potential Options (Snohomish – Phone only)

Option	%Important
Park & Ride capacity at Mukilteo, Edmonds, Everett	78%
Direct access ramps in S. Everett & Northgate	76%
Demonstration BNSF commuter rail	75%
Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett	74%
Extend light rail across I-90 to Overlake/Redmond	68%
Double commuter rail between Tacoma & Seattle	64%
Add bus rapid transit on 520	59%
Extend light rail from UW to Northgate	55%
Expand frequency of ST Express bus system	53%
Sounder station at Ballard or Broad Street	45%
Park & Ride at Puyallup and Sumner Sounder	41%
Extend light rail to S. 200th or Kent Des Moines	36%

# Potential Options (Pierce – Phone only)

Option	%Important
Double commuter rail between Tacoma & Seattle	79%
Park & Ride at Puyallup and Sumner Sounder	61%
Extend light rail to S. 200th or Kent Des Moines	57%
Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett	55%
Demonstration BNSF commuter rail	54%
Expand frequency of ST Express bus system	53%
Direct access ramps in S. Everett & Northgate	51%
Extend light rail across I-90 to Overlake/Redmond	46%
Add bus rapid transit on 520	44%
Park & Ride capacity at Mukilteo, Edmonds, Everett	43%
Extend light rail from UW to Northgate	37%
Sounder station at Ballard or Broad Street	33%

# Potential Options (S. King – Phone only)

Option	%Important
Double commuter rail between Tacoma & Seattle	71%
Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett	65%
Demonstration BNSF commuter rail	63%
Add bus rapid transit on 520	59%
Extend light rail across I-90 to Overlake/Redmond	57%
Extend light rail to S. 200th or Kent Des Moines	57%
Direct access ramps in S. Everett & Northgate	55%
Park & Ride at Puyallup and Sumner Sounder	53%
Expand frequency of ST Express bus system	47%
Park & Ride capacity at Mukilteo, Edmonds, Everett	42%
Extend light rail from UW to Northgate	42%
Sounder station at Ballard or Broad Street	41%

# Potential Options (E. King – Phone only)

Option	%Important
Extend light rail across I-90 to Overlake/Redmond	70%
Add bus rapid transit on 520	66%
Demonstration BNSF commuter rail	65%
Double commuter rail between Tacoma & Seattle	53%
Direct access ramps in S. Everett & Northgate	48%
Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett	47%
Park & Ride capacity at Mukilteo, Edmonds, Everett	45%
Expand frequency of ST Express bus system	44%
Extend light rail from UW to Northgate	44%
Park & Ride at Puyallup and Sumner Sounder	41%
Extend light rail to S. 200th or Kent Des Moines	40%
Sounder station at Ballard or Broad Street	35%



# Potential Options (N. King – Phone only)

Option	%Important
Add bus rapid transit on 520	76%
Extend light rail across I-90 to Overlake/Redmond	74%
Double commuter rail between Tacoma & Seattle	68%
Extend light rail from UW to Northgate	68%
Direct access ramps in S. Everett & Northgate	65%
Demonstration BNSF commuter rail	63%
Sounder station at Ballard or Broad Street	63%
Expand frequency of ST Express bus system	57%
Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett	56%
Park & Ride capacity at Mukilteo, Edmonds, Everett	53%
Extend light rail to S. 200th or Kent Des Moines	50%
Park & Ride at Puyallup and Sumner Sounder	45%

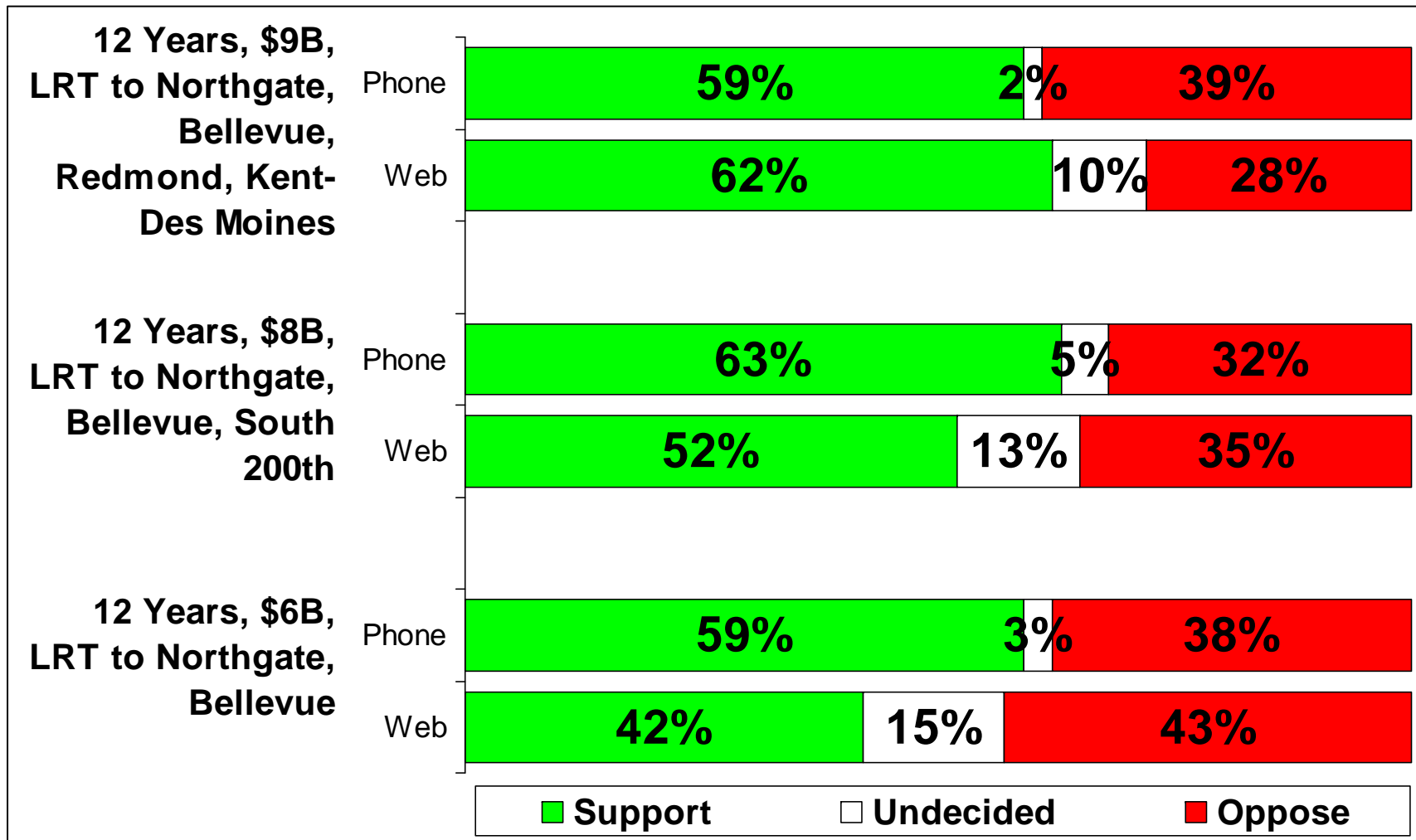
# Cost vs. Time vs. Reach

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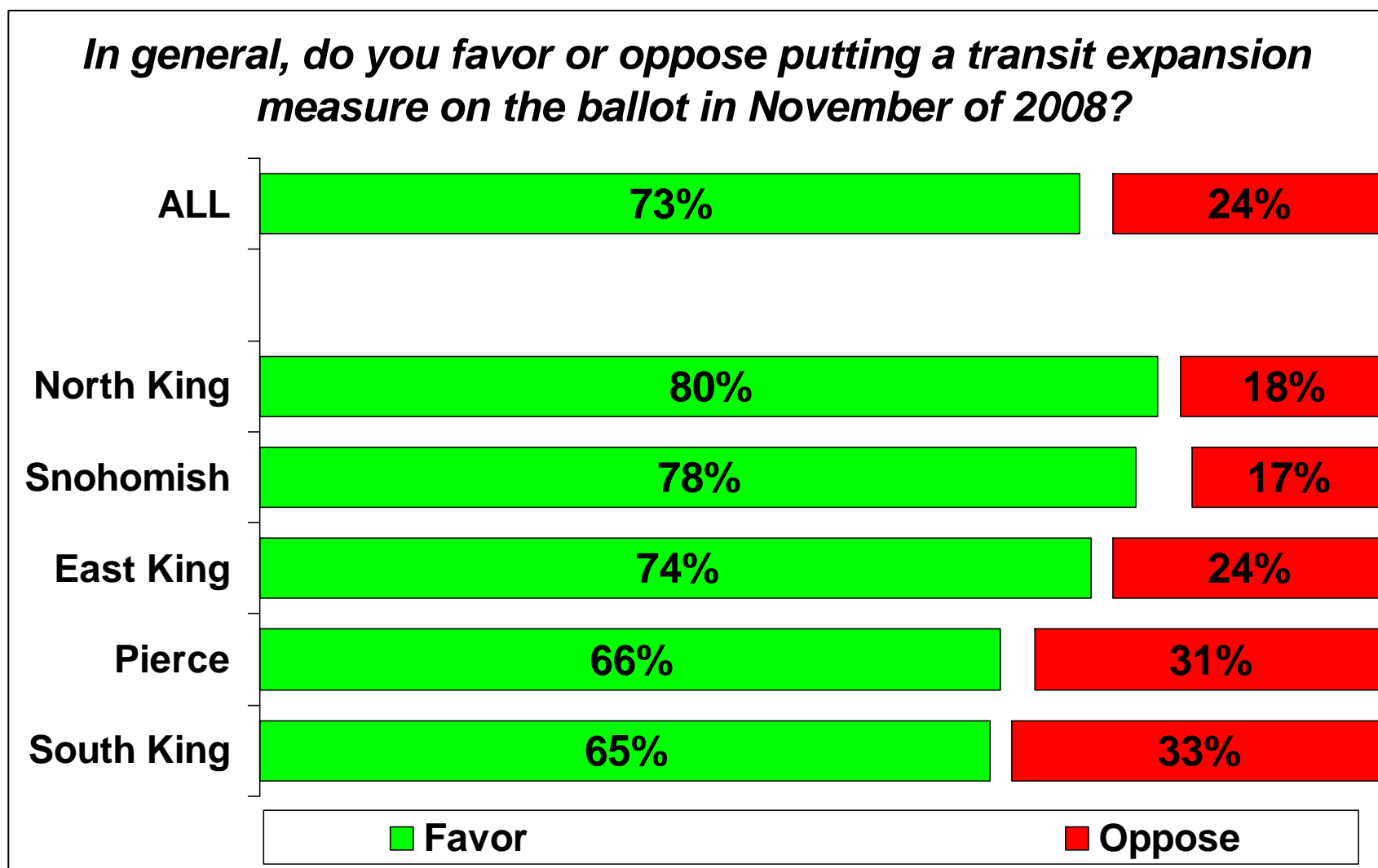
When presented with a series of forced choice questions to determine which factors – cost, build time, or reach/extent of the system -- are most important to voters in the design of a transit package, we found that:

- 1) Completion time is seen as more important than cost by a wide margin in every subarea. That is, voters prefer a package that costs more but is completed faster over a system that costs less but takes longer to complete.
- 2) Reach – how far the system goes – is seen as more important than cost in Snohomish, Pierce, and North King, but voters in East and South King are divided.
- 3) Voters are divided over whether reach or completion time are more important. Voters in North and East King are more concerned about completion time, voters in Pierce and Snohomish are more concerned about reach, and voters in South King are divided.

# Potential Transit Measures



# Final Support for going in 2008 (Phone only)



# Preliminary Web survey analysis

- Quantitative results in EMC Research presentation based on all 9,068 Web responses
- Today's preliminary report on open-ended comments is based on approximately 5,340 surveys received through Feb. 26
- Final analysis of open-ended responses and verbatim copies of all responses will be provided to Board

# Web survey key themes

- Addressing transportation, congestion, and mass transit remain top priorities for most respondents
- Some people did not like the survey's methodology or questions
- Many people expressed frustration with the time required to make big decisions
- Most respondents favor extension of the light rail system

# Web survey key themes

- Generally, people who are supportive of Sound Transit and mass transit wanted to see one of the three packages suggested move forward as soon as possible
- Many people would like to use transit today, but do not feel they can
- People continue to comment that all transit agencies need to coordinate as effectively as possible

# Questions and discussion